Analysis of Customer Complaints and a Field Research on the Logistics in Electronic (Online) Shopping

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Introduction

Level of using IT systems and technologies and using them widespread are of traditional research subjects on information technologies. Science of information systems analyzes information technologies as user-oriented. For instance, computer-based cooperation and human-computer interaction can be carried out. Rise of information on surfing has developed web-based shopping. Owing to such a big development, today, customers’ being able to manage their buying behaviors is seen as an alternative competing channel. Besides, trust and reliability obstacles will start to decrease since electronic payment mechanisms are developed in terms of quality and reliability. In addition to electronic shops’ having been developed, it is seen that they have prominent advantages, such as being always open, global access and taking less time, in comparison with traditional shopping.

Since web-based shopping is a credible alternative of the traditional shopping, customers experience a problem on what they will buy and how to do this (Koivumaki et al, 2002;131). Although internet has become an important means of shopping, majority of people hesitates to buy online. 78% of those shopping online left their carts because of the uncertainty after shopping. Electronic shopping is a more risky alternative than traditional shopping because of its lack of personal communication and the fact that products can not be tried physically. Electronic shopping is risky for some reasons affecting customers’ buying decisions; lack of defining standards in product valuation, difficulty in viewing on screen, colour, quality, convenience and etc. Yet, visual and sensorial technologies are able to provide product information similar with the information provided after using product directly to decrease such risks. As a result of this, some electronic retailers head for technologies providing sensorial data around the electronic shopping and making sensorial experience possible as a mediator on sensorial experiences directly faced in product researches. In addition, it is possible to increase entertainment value of electronic shopping experience with customer attendance and interaction created by establishing sensory technologies in accordance with the aim of decreasing the perceived risk. Entertaining shopping provided by sensory technologies makes affecting hedonic shopping motives and electronic shopping behavior possible. (Kim and Forsythe.2009;1101,1102).
The goal of this study is to analyze customer complaints emerged in electronic shopping on the logistic activities. Content analysis and survey method have been used in this study. First of all, customer complaints, which were added in January and February 2010 intended for electronic shopping on www.sikayetvar.com, have been analyzed within the research goal. In the second phase, a survey form has been designed considering complaints analyzed during the content analysis and studies in literature (Wagner, 1992, Carney, 1996, Kim et al. 2003). Statements in the survey have been prepared as ‘1 – Never’, ‘2 – Rarely’, ‘3 – Sometimes’, ‘4 – Often’ and ‘5 – Always’ in the light of quinary likert scale. These statements have been developed for the customers shopped online and those ones have not shopped online excluded from the survey. So, the survey form has been carried out to have been filled out by customers, who are thought as the ones who can evaluate electronic shopping properly.

The field research has been carried out on customers buying online. Sampling of the research has been determined as p=0.05, q=0.05 ve α=0.05 with a sampling error of ±0,5 in the case of the quantity of sample is not exact (Baş, 2006;47). Having determined the quantity of sampling, convenience sampling method has been used and surveys have been carried out with the help of e-surveys and polsters with the aim of filling out by customers buying online. 450 surveys have been got back in total. Yet, 104 surveys have been excluded because they were no use. In data analysis, surveys referring to 90% of 345 sample number have been evaluated.

In consequence of content analysis, 27 complaint subjects have been determined and classified under 7 classes. As it is seen in Table 1, the mostly complained subjects are product complaints, delivery complaints, product return/change and payment returns. It has been determined that final total consists of 38% product complaints (12% missing product delivery), 27,9% delivery complaints (15,9% late delivery and product return/change), 26,2% payment return and 15,9% product return/change.

According to the customers attended to the research, a problem having a high incidence has not been seen regarding the problems they experienced in electronic shopping. Those statements having low incidence show rarely experienced problems and their average is between 1,68 – 2,33. Sending more products than ordered has the lowest average; 1,88. And, here are 5 statements included in ‘sometimes experienced problems’; sending message for products firstly seen available but later informed as ‘not available’ with 2,95 average, product return with 2,87 average, complicating product change with 2,84 average, late responding to customer complaints with 2,79 average and not getting products which have not been available for a long time.

Chi-square test of independence and one-way chi-square test have been carried out as interpretive statistical analyses on solving customers’ safety perceptions (those ones attended to the survey), their reasons for preference, problems and complaints experienced. Basic assumptions of analyses consist of electronic shopping preferences, safety and complaints. Hypothesis have been developed and analyzed in the light of these assumptions. In this context, 9 basic behaviors on customer complaints/satisfaction in the study of Strauss (2002) have been taken as the basis. These behaviors are clearance, access, gentility, empathy, personalized solutions, efforts on solving problems, moving on finding quick solutions, reliability and speed. Hypothesis have been developed and analyzed on the basis of these behaviors and costumers’ reasons for preferring/ not preferring electronic shopping. In consequence of
chi-square independence tests it has been found that there is a significant relationship between gender and regarding electronic shopping as safe variables (p:0.012<0.05) and men regard it safer. Having analyzed the relationship between the frequency of electronic shopping and finding electronic shopping safe, it has been determined that those using internet at home find electronic shopping safer (p:0.000 <0.05). The same relationship was not found for those using internet at work (p:0.0178>0.05). Finally, having analyzed the relationship between the frequency of electronic shopping and reasons for preferring electronic shopping, there was no significant relationship between these variables (p:0.0347>0.05).

Having analyzed the problems customers (attended to the survey) experienced, it has been determined that there was not a high-level complaint subject, complaints are low-level and their frequency is medium-level. Moving from this point, one-way variance analysis has been carried out to analyze the differences between complaint subjects experienced in shopping frequency and dealing with complaints in low frequency (rarely) and medium frequency (sometimes). In consequence of this analysis, there was no significant difference between the frequency of electronic shopping and the frequency of complaints (low-medium) (p:0.378>0.05 ve p:0.743>0.05). Whilst there was no difference between dealing with complaints experienced during electronic shopping and rarely experienced problems (p:0.539>0.05), a significant difference was found between problems experienced in medium frequency and dealing with complaints experienced during electronic shopping (p:0.016<0.05). In consequence of Scheffe’s test, a difference was found between customers saying their problems were not solved and those saying their problems were solved quickly in problems experienced sometimes. It is obviously understood that this difference may result from rarely experienced problems, which had not been solved on time.